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# SWITZERLAND

*A Guide  
for Canadian Exporters*




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# SWITZERLAND

## *A Guide for Canadian Exporters*

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Division\*  
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CH-3005 Berne, Switzerland  
Cable: CANADIAN BERNE  
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911308 DMCN CH

\*This office is also responsible for trade and  
economic relations with the Principality of  
Liechtenstein

Western Europe II, Trade Development Division (RST)  
Department of External Affairs  
L. B. Pearson Building  
125 Sussex Drive  
Ottawa, Ontario  
K1A 0G2



External Affairs  
Canada

Affaires extérieures  
Canada

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# I. GENERAL

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## Historical Background and Political Structure

Switzerland, or the Helvetic Confederation as it is also called, was founded by three alpine valley cantons that signed a treaty of alliance in the 13th century. The present federal state and its constitution date back to 1848.

The federal government is composed of an executive or cabinet called the Federal Council and a legislature. The Federal Council is made up of seven members that are elected by the legislature; the Council includes the President of the Confederation who is nominated annually to serve a one-year term. The legislature consists of two chambers, namely a 200-member National Council (elected by the population at large), and a 46-member Council of States representing the 26 cantons or provinces. There is also a Federal Supreme Court.

The Confederation is responsible for foreign affairs, national defence, communications etc., while the cantons have sovereignty over their respective jurisdictions within the limits of the federal constitution.

## Geography and Climate

Switzerland, situated in the centre of Europe, is bordered by France to the west, Austria and Liechtenstein to the east, the Federal Republic of Germany in the north, and Italy in the south. The climate is temperate and varies according to altitude with average temperature in winter being 1°C (34°F) and in summer 18°C (65°C).

### a) Area

Total land area is 41,293 square kilometres of which 74 per cent is arable.

## b) Population

Total population (1981) is 6,398,000 with an average of 154 inhabitants per square kilometre. Principal cities including surrounding metropolitan area (1980):

1. Zurich	706,220
2. Basle	364,813
3. Geneva	335,401
4. Berne	286,903
5. Lausanne	226,145
6. Lucerne	156,867
7. Winterthur	107,752

### Breakdown by age groups:

under age 19	: 28 per cent
20 - 64	: 58 per cent
over 65	: 14 per cent

### Breakdown by language:

German	65 per cent
French	18 per cent
Italian	12 per cent
Romansch	1 per cent
other	4 per cent

### Breakdown by religion:

Roman Catholic	49 per cent
Protestant	48 per cent
other	3 per cent

### Economically active population (1981):

3.053 million (47.7 per cent of total population)

### Employment breakdown by sector:

agriculture and forestry	7.1 per cent
manufacturing, handicrafts and construction	39.5 per cent
service industries	53.4 per cent

In Switzerland, there are three official languages: German, French and Italian. The country is divided into fairly well-defined linguistic regions (e.g. Zurich is predominantly German whereas Geneva and Lausanne are French). English is widely understood in the business and financial community.



## Interpreters and Translators

For business discussions, factory visits or document translation, professional assistance is available from:

The International Union of Interpreters  
and Translators,  
Gartenstrasse 16,  
8704 Herrliberg/Zurich,  
Tel: (01) 915-17-78

The Canadian Embassy in Berne is usually able to assist business and government visitors in overcoming local language problems.

## Local Time

Switzerland is one hour ahead of Greenwich Mean Time (GMT). The country is nine hours ahead of Pacific and six hours ahead of Eastern Standard Time.

## Business Hours

The standard work week for the hard-working Swiss is 44 hours.

<b>Offices</b>	8:00 - 18:00 hrs (Monday-Friday) with a break of one to two hrs for lunch
<b>Factories</b>	7:00 - 17:00 hrs
<b>Banks</b>	Major banks 8:15 - 16:30 hrs Small banks 8:15 - 12:00 hrs (Monday - Friday) 13:30 - 16:30 hrs
<b>Government departments</b>	8:00 - 12:00 hrs 14:00 - 18:00 hrs
<b>Department stores</b>	8:00 - 18:30 hrs (Monday - Friday) 8:00 - 16:00 hrs (Saturday)
<b>Retailers (general)</b>	8:00 or 8:30 - 12:30 hrs 14:00 - 18:00 or 18:30 hrs (Monday - Friday) 8:00 or 8:30 - 16:00 hrs (Saturday) closed Monday mornings
<b>Canadian Embassy</b>	8:00 - 12:00 13:30 - 17:00 (Monday - Friday)

There may be slight variations in opening hours from canton to canton (i.e. province to province).

## Statutory Holidays

Legal holidays vary from canton to canton. However, the following holidays are observed throughout the country:

<b>New Year's Day</b>	<i>January 1</i>
<b>Berchtoldstag</b>	<i>January 2 (partly observed)</i>
<b>Good Friday</b>	<i>March or April</i>
<b>Easter Monday</b>	<i>March or April</i>
<b>Ascension Day</b>	<i>variable dates</i>
<b>Whit Monday</b>	<i>May — variable dates</i>
<b>National Day</b>	<i>August 1 (partly observed)</i>
<b>Christmas Day</b>	<i>December 25</i>
<b>St. Stephen's Day</b> <b>(Boxing Day)</b>	<i>December 26</i>

The Canadian Embassy in Berne observes 11 statutory holidays each year comprising a mix of traditional Canadian and Swiss holidays.

## Dates and Numbers

As in Canada, dates are written in the order of day/month/year as one might abbreviate December 7, 1983 to 7.12.83. In the European tradition, numbers and fractions of monetary units are denoted by periods and commas (i.e. Sw. Fr. 1414,50 rather than 1,414.50).

## Weights and Measures

Switzerland uses the metric system.

## Electricity

The electrical system is AC 220 volts, 50 cycles.

## Currency

The currency unit is the Swiss franc divided into 100 centimes or rappen. Notes of Sw. Fr. 10, 20, 50, 100, 500 and 1,000 are in circulation. The franc is currently worth around Can. \$0.60. The Swiss franc is freely convertible and is one of the world's most stable currencies.



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## II. ECONOMY AND FOREIGN TRADE

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### General

While the Swiss have few natural resources, the population enjoys the highest standard of living in the world. This can be attributed in large measure to the industriousness and skill of the Swiss people; to the country's emphasis on an internationally open economy where state intervention is kept to a minimum; to a long history of peace in labour relations; and to an innovative and specialized industry sector where quality is prized above all. Other contributing factors include the country's location adjacent to Europe's largest trading blocs; a paucity of "sunset" industries; the ability to occasionally "export unemployment" because of the large guestworker population; and finally Switzerland's international political neutrality and domestic stability.

In 1982, Gross National Product (GNP) stood at U.S.\$ 100.9 billion or U.S.\$ 15,595 per capita. The three top ranking metropolitan areas in terms of 1981 income were Zug U.S.\$ 19,681, Basle City U.S.\$ 19,544, Zurich U.S.\$ 15,762.

The rate of annual inflation increased in early 1984 to a modest 3.9 per cent. Economic growth in real terms was stagnant in 1983 though there is cautious optimism that if the economies of Switzerland's OECD trading partners continue to improve, this will be quickly reflected by an upswing in the Swiss economy which has been remarkably recession-resistant throughout the past decade.

### Employment

When surveying the labour scene in Switzerland, there are three facts which quickly impress the observer. First of all, unemployment traditionally registers at less than one per cent of the labour force (1984: 0.9 per cent). Secondly, with a work week of some 44 hours, Switzerland is one of those countries where people spend the most time on the job (2,000 to 2,300 hours per year). Thirdly, labour disputes and strikes

are extremely rare. A "peace agreement" between employers and unions was first introduced in 1937; its aim — to settle disputes without strike action or lock-outs and go to arbitration if the matter cannot be settled internally.

## Industry

The main industrial products turned out by the Swiss manufacturing sector are machinery, including machine tools and precision instruments; chemicals; pharmaceuticals; textiles; and watches. Other products of some significance include foodstuffs and items for the construction industry. In the service sector, tourism, banking and insurance enjoy good reputations throughout the world and play a most important role in the Swiss economy.

The rise of many Swiss companies to the highest rank in the industrial world (Nestle, Hoffman La Roche, etc.), has come about principally by the efforts made in technological development and innovation and by specializing in limited "custom-made" series, produced to order. Switzerland maintains its strong position in world markets, despite the high exchange rate of the Swiss franc and ever-increasing competition, by constantly adapting products to suit customer requirements, by emphasizing research and development, and above all, by aiming for high quality.

## Mining and Forestry

The mining sector is virtually non-existent in Switzerland (with the exception of quarry operations for certain construction materials) and the country is wholly dependent upon imported raw materials.

One-quarter of the land area is forested (one million hectares) of which 80 per cent is coniferous (mostly spruce) and 20 per cent deciduous (mostly red beech). At the end of the last century, to counteract over-exploitation, a law was passed to protect forest regions by demanding that all felling be compensated by an equal amount of reforestation. Seventy per cent of the forests are in public hands, and 30 per cent privately owned. The forests are one of the rare sources of raw material in Switzerland and the only one able to supply almost all the country's requirements.

## Agriculture

The agriculture sector in Switzerland constitutes a rather singular exception to what is otherwise a relatively open and self-regulating economy. Agriculture is highly subsidized and protected while food imports are taxed to maintain high prices and the government retains the power to limit agricultural imports. Swiss farmers are occasionally referred to as “the world’s best-paid landscape gardeners”. The reason for this is largely strategic — the government seeks to maintain an economically active work force in the mountain areas and to discourage the exodus of the rural population to the industrial centres; and secondly, it seeks to maximize agricultural output in a country already heavily dependent on food imports.

Six per cent of the population works on the land, 74 per cent of which is arable (1/3 forest, 1/3 pasture, 1/3 cultivated). Farms are becoming ever more specialized: those on the plains concentrating on arable farming, fruit, viticulture and vegetables; those in the mountains devoted to livestock. The latter sector (meat and dairy) today accounts for 80 per cent of agricultural income.

More than 50 per cent of the country’s foodstuffs must be imported. Nevertheless, Switzerland has developed a most prosperous domestic food industry and lays claim to the “invention” of condensed milk, milk chocolate, and baby foods.

## Energy

Some three-quarters of Switzerland’s total energy consumption is imported; in 1982, energy imports reached Sw. Fr. 6.5 billion, 11 per cent of the import bill. For this reason, Swiss energy policy is concentrated on reducing the country’s dependence on imported oil and on diversification. Electricity met 20 per cent of domestic energy consumption in 1982, with wood and coal providing a further five per cent, imported oil and petroleum products 67 per cent, and natural gas six per cent. Two-thirds of the country’s electricity is supplied by hydroelectric generating stations, 27 per cent by nuclear plants, and the remainder by gas and oil thermal plants. With hydro potential now virtually exhausted, the lively energy debate turns around the questions of conservation, nuclear energy and disposal

of nuclear waste. In the interim, construction of energy generating plants is dormant.

## Foreign Trade

Switzerland is a net importer of food and must buy most of its industrial raw materials abroad. Exports account for about one-third of GNP, the bulk of which consists of manufactured goods. By virtue of increased specialization and higher added value, the export industries have managed in general to maintain their share of world markets despite the appreciation of the Swiss franc. From 1966 until 1979, despite a traditional deficit on the merchandise trade account, and increasing unilateral transfers by foreign workers, the BOP remained in surplus due to: earnings from tourism; interest on foreign investment; insurance and banking activities; and international transit trade handled by Swiss firms.

The following tables provide a summary of Swiss imports and exports and illustrate the country's direction of trade for recent years.

### MAIN COMMODITIES TRADES

(Sw. Fr. in Millions)

	Exports		Imports	
	1981	1982	1981	1982
Agricultural produce	2,119.9	2,145.3	6,595.4	6,375.9
Fuel and energy	59.4	69.0	6,996.3	6,502.6
Textiles and clothing	3,768.6	3,778.6	5,697.1	5,727.4
Paper	1,176.0	1,120.9	2,034.4	1,967.8
Leather, rubber and plastics	1,074.1	1,085.3	1,913.2	1,892.5
Chemicals	10,632.5	10,877.3	6,508.2	6,600.7
Construction materials	306.9	301.6	1,240.4	1,174.1
Metals and metal manufactures	4,257.2	4,427.2	5,392.0	5,017.4
Machines	16,216.0	16,537.8	9,528.3	9,274.3
Automobiles	921.0	911.5	5,682.4	5,829.2

## Main Commodities (cont'd)

Watches and  
precision  
instruments

10,697.2    9,943.8    —    —

Total includes    52,821.9    52,658.7    60,094.1    58,059.7  
others of which:

Raw materials  
and semi-

manufactures    19,716.5    19,570.1    22,367.0    21,270.6

Investment

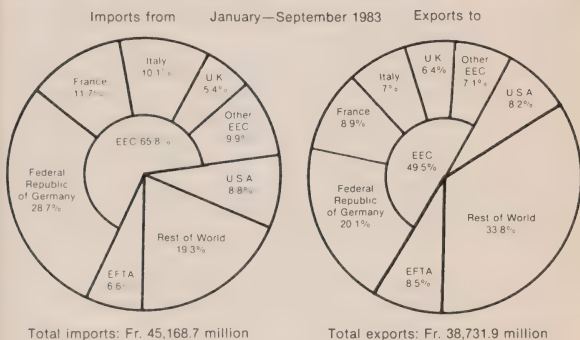
goods    17,876.2    18,229.3    10,765.8    10,322.3

Consumer

goods    15,169.8    17,393.8    19,965.0    19,964.1

*Source: Die Volkswirtschaft.*

Swiss Foreign Trade by Leading Countries



*Source: Economic Survey of Switzerland 1983: Union Bank of Switzerland*

These tables show clearly Switzerland's heavy reliance on trade with its EFTA and EEC partners, particularly the Federal Republic of Germany and to a lesser extent France and Italy. Canadian/Swiss trade represents about one per cent of total Swiss foreign trade.

## Canada/Switzerland Trade

During 1983, Canadian exports to Switzerland declined somewhat to Can. \$ 198 million as did Swiss exports to Canada which totalled Can. \$ 408 million. The balance of trade remains heavily in Switzerland's favour. The table below reveals to what extent bilateral trade between the two countries has stagnated over the past three years.

### CANADIAN TRADE WITH SWITZERLAND

Year	(Can. \$ in millions)		
	Exports	Imports	Trade Balance
1980	372.8	521.9	— 149.1
1981	213.2	424.0	— 210.8
1982	218.9	429.6	— 210.7
1983	197.8	408.2	— 210.4

*Source: Statistics Canada*

Canada's principal exports to the Helvetic Confederation include: fur skins, aircraft engines, apparel, office equipment (word processors, etc.), wood pulp, organic chemicals and food products. Swiss sales of significance to Canada comprise: organic chemicals, precious metals, scientific instruments, switchgear, pharmaceutical products, watches and clocks, engines and turbines, industrial machinery, and foodstuffs.

### CANADIAN EXPORTS TO SWITZERLAND

	(Can. \$ in millions)	
	1982	1983
Petroleum and coal products	27.9	
Furs, skins, undressed	27.4	24.9
Apparel and apparel accessories	22.8	10.8
Aircraft engines and parts	17.5	20.3
Wood pulp and similar pulp	12.6	11.6
Plate sheet and strip steel	8.9	0.13
Fish and fish products, all types	8.5	6.4
Wheat and barley	7.8	1.8
Organic chemicals	4.5	6.2
Aircraft complete with engines	4.5	6.1



# Canadian Exports (cont'd)

Office machinery and  
equipment

4.3

6.2

Total Exports

218.9\*

197.8 \*

## CANADIAN IMPORTS FROM SWITZERLAND

(Can. \$ in millions)

	1982	1983
Organic chemicals	82.4	100.4
Precious metals and alloys	72.5	33.1
Medicinal and pharmaceutical products in dosage	19.3	24.3
Dairy products, eggs and honey	12.6	12.0
Switchgear and protective equipment	10.8	11.4
Spinning, weaving, knitting machinery	9.4	13.8
Engines and turbines general purpose (n.e.s.)	9.4	14.1
Watches, clocks, jewelry and silverware	8.6	9.4
Measuring and laboratory equipment (other)	10.6	12.7
Machine tools, metal working	7.2	6.0
Compressors, blowers and vacuum pumps	7.2	3.0
Total Imports	432.0*	408.7*

Source: Statistics Canada

\*figures include items not indicated above

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### *III. DOING BUSINESS IN SWITZERLAND*

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#### General

Switzerland has the highest per capita income among industrialized countries and, accordingly offers an attractive market for Canadian products. Businesses selecting multilingual Switzerland as a test market can draw valuable conclusions with respect to consumer preferences in major Western European markets.

Long-term prospects for marketing Canadian-made equipment and products remain good, provided the equipment is of high quality and possesses unique technology. In view of the current strength of the dollar, Canadian exporters will need to emphasize non-price aspects of their merchandise and commit themselves to a long-range marketing strategy. Swiss buyers insist on quality and service from their traditional suppliers in Europe, and they expect the same treatment from Canadian companies. Manufacturers and exporters who wish to do business in Switzerland and expand their sales should remain alert to such factors as offering competitive payment terms, suitability or adaptability of their products to the Swiss market, distributor support in the form of product literature and technical manuals in the language of the country, prompt response to requests for quotations, effective after-sales service, and participation in dealer promotion and Swiss trade fairs.

#### Opportunities for Canadian Products and Services

Opportunities for Canadian products continue to exist in traditional primary material sectors such as specialty metals, woodpulp, and grain. In addition there are broad and increasing opportunities in the high technology fields of communications, electronic sensing and detection systems, process control, computer hardware and software, and scientific instrumentation. The computer industry in Switzerland is almost non-existent and there is heavy reliance on imports espe-

cially from North America. There is also a limited requirement for various types of defence equipment but the procurement cycle is quite long and requires a considerable investment in time and effort to gain a foothold. In the medical field the Swiss are always on the lookout for innovative products; Canadian manufacturers of sophisticated medical, hospital and laboratory equipment would find it worthwhile to look at this market.

Switzerland's high standard of living and a large influx of tourists offer excellent potential for expanding sales of high-value consumer foodstuffs. There is a steady, though limited demand for food products such as tinned and frozen fruit and vegetables, salmon and lake perch, jams and syrups.

In spite of a recent downturn and the presence of environmental activists in Switzerland, the country is and should continue to be an excellent market for fur goods. Canadian exporters should be aware that furs on the endangered species list, e.g. wolf, are denied entry into Switzerland unless accompanied by a certificate indicating that a permit was obtained to hunt the animals.

There is also a good market for sporting and recreational goods, particularly for winter items. Over the years, the Swiss have become increasingly recreation-minded and a great variety of sports are practised, not only for pleasure but also for fitness reasons.

An additional source of opportunities for Canadian exporters is found within the United Nations system. There are at present ten UN specialized agencies (with procurement offices) in Switzerland, nine in Geneva and one in Berne. The Canadian Commercial Corporation (CCC) has been making a concerted and successful effort on behalf of the Canadian private sector to tap the market potential represented by the procurement of both UN organizations and the multi-lateral development banks. The CCC visits Switzerland regularly in pursuit of tender calls and bid list opportunities. Interested Canadian exporters should contact:

International Agencies Division  
Canadian Commercial Corporation  
Ottawa, Ontario  
K1A 0S6

A short summary of United Nations procurement practices is contained in a publication entitled *General Business Guide for Potential Suppliers of Goods and Services to the United Nations System* available from:

The United Nations Development Program (UNDP)  
Inter Agency Procurement Services Unit (IAPSU)  
Palais des Nations  
CH-1211 Geneva 10  
Switzerland

The IAPSU acts as a "Business information centre" to assist potential suppliers of goods and services to the United Nations System. Potential suppliers may register with this agency by completing a "Company Profile Form (CPF)" which is then circulated by the IAPSU throughout the United Nations System worldwide.

In addition to registering with the IAPSU, exporters may also subscribe to *The Development Forum Business Edition*, which is published 24 times a year by the United Nations Division for Economic and Social Information in New York. This publication provides "advance information" on proposed projects including details of contract requirements and instructions for obtaining tender documents. Annual subscriptions are available from:

Development Forum Business Edition  
United Nations  
P.O. Box 5850  
Grand Central Station  
New York, NY 10163-5850  
U.S.A.

or

Development Forum Liaison Unit  
Room E — 1035  
World Bank  
Washington, DC 20433  
U.S.A.

## Market Characteristics

Traditionally producers of quality products, the Swiss in turn look for quality and value in the things they buy. Good design and finish are important. Buyers expect prompt deliveries, strict compliance with delivery undertakings and a first-class after-sales service

by the agent with the support of his principals. If these requirements are not met they will look elsewhere. Tastes and preferences vary between different parts of the country. What would sell well in the German-speaking part of Switzerland might not meet with the same degree of acceptance in the French or Italian-speaking sectors, and vice versa. Tastes in these linguistic areas are more akin to those in the immediate neighbouring country, i.e. Germany, France and Italy.

Decentralization of government and administration is a feature of the country and can present the Canadian exporter with special problems. Some expenditure is controlled by the federal government but local authorities usually control spending on education, hospitals, and many public works and services. In the case of capital goods, it is often necessary to know not merely the plans of one federal department or of one central organization such as the federal railways, but those of the various cantonal (provincial) governments and even the communes (municipalities). A good agent is essential as decentralization usually makes it impossible to sell capital goods at long range. Because of the small physical size of the market, agents usually insist on countrywide coverage.

## Distribution Channels

Distribution channels are well established and most importers engage in wholesale trade. The choice of channel is often determined by the nature of the product and the quantity being sold. For consumer goods, many exporters find it useful to contact a Swiss importer specializing in that commodity or group of commodities. However, if quantities are sufficiently large, one may deal directly with a large retail outlet or department store chain.

For importation of raw materials, many Swiss end-users will import through a specialist importer and only infrequently deal directly with the overseas supplier. Similar practices apply with respect to the importation of capital goods.

## Credit Information

Reports on the financial standing of Swiss companies can be obtained on request from the Commercial/

Economic Division of the Canadian Embassy in Berne (*see address in title page*) at a cost of approximately Can. \$24.

## Price Quotation

Price quotations must be given c.i.f. a European port, usually Rotterdam or Antwerp, or by air c.i.f. Zurich. Needless to say, c.i.f. Swiss border (usually Basle) is also acceptable. Swiss importers are not interested in and cannot work with Canadian f.o.b. factory prices. Quotations may be made in Swiss francs or Canadian dollars.

## Usual Terms and Methods of Payment

These depend on the industry sector and the length of time that a business relationship has existed between buyer and seller. Apart from the usual deposits in the case of large contracts, such as those for machinery, the usual basis is payment after receipt of goods, with a discount for payment within specific periods: i.e. three per cent net 30.

Swiss firms seldom favour offers calling for payment by irrevocable letter of credit or even cash against documents.

## Debt Collection

Even in Switzerland, it is advisable to obtain a credit report on a buyer before entering into a contractual arrangement for the delivery of goods. Should a dispute arise, the Commercial/Economic Division of the Canadian Embassy may be able to offer suggestions on the best way to proceed but is not in a position to "take sides" on such issues nor to assist in the collection of debts. As a last resort, several local credit enquiry agencies operate debt collection services. In such cases, it is advisable to act through a local lawyer or bank (the latter is said to be cheaper).

## Representation and Agents

For some lines, direct sales to department stores or separate distributors in French and German-speaking Switzerland may be preferable, but generally sales are best made through an agent covering the whole of Switzerland. Normally an agent or distributor can



cover the whole country but in some cases separate agents for the French and German-speaking areas should be appointed.

Many agents import on their own account and carry stocks. Apart from the textile trade, the agent working on commission is the exception rather than the rule. Agents' commissions and importers' margins are high, varying from five per cent to 45 per cent, or even more depending on the article.

Agents prefer to deal directly with manufacturers. There is little scope, under normal circumstances, for Canadian trading houses in the Swiss market. Swiss agents are not usually prepared to consider a new agency unless they have been given detailed information about the product in question.

Local representatives are an invaluable and indispensable source of advice on legal matters, labelling and other requirements for this market. Furthermore, the Canadian exporter is legally required to engage the services of a local agent for the sale of certain products on the Swiss market.

It is not unusual for the larger Swiss importers to be also given distribution rights to territories outside the country such as German-speaking Europe (Germany and Austria). And there are a limited number of Swiss firms specializing in countertrade, in the Middle East or in Eastern Europe.

Agency agreements are protected by law and care should be taken to ensure that contractual requirements concerning termination of an agency agreement are observed in order to avoid possible claims for compensation.

## Branches and subsidiaries

Foreign companies can open branches, but subsidiaries are usually local Swiss firms, because branches of the parent company are subject to taxation disadvantages.

Manufacturers should consult a Swiss company lawyer before opening a branch or subsidiary.

Foreigners need a permit to work in Switzerland and this is very difficult to obtain.

## Trade Fairs and Exhibitions

Many specialized and general trade fairs are held in Switzerland, a number of which have begun to attract significant international participation and attendance. Canadian companies participate regularly in several of these fairs either independently or as part of a Canadian federal or provincially organized stand, the more important being:

Telecom	communications	Geneva	every 4 years
Sitev	automotive parts	Geneva	annual
Nuclex	nuclear industry	Basle	every 2-3 years
Eurocast	cable/satellite TV	Basle	every 2 years

Further information about these and other fairs in Switzerland and about the special assistance available to Canadian exhibitors can be obtained from:

Trade Fairs and Missions,  
Western Europe Trade  
Development Division,  
Department of External Affairs,  
L.B. Pearson Building,  
125 Sussex Drive  
Ottawa, Ontario K1A 0G2  
Tel: (613) 996-5555;

or from the Canadian Embassy in Berne.

## Market Research Services

The Swiss are very cautious and seek to retain their commercial position of strength. As a result, Swiss commercial secrecy laws hamper the collection of pertinent data for market research purposes. Production and sales figures, as well as information on plant and equipment expenditures, are lacking.

Information on some manufacturing and service sectors can be obtained from the Swiss Office for the Development of Trade (*L'Office suisse d'expansion commerciale* or l'OSEC) which has offices in Lausanne and Zurich, and from the Swiss Federation of Commerce and Industry (also known as the *Vorort*), in Zurich. The latter has chambers of commerce and trade associations as members.

A number of Swiss consulting firms conduct market research on a fee basis.

## Patents, Trade Marks, Copyrights

Patents, trade marks and copyrights are administered by the Federal Office for the Protection of Intellectual Property (*Bureau de la propriété intellectuelle*) Einsteinstrasse 3, 3003 Berne which can provide full details on registration procedures.

Switzerland adheres to the International Convention for the Protection of Industrial Property. Registration of a trade mark lasts for 20 years and may be renewed for similar periods. Those trade marks requiring international protection should be directed to the World Organization for Intellectual Property in Geneva.

Patents are issued for a period of 18 years subject to the payment of annual renewal fees. The invention should not have become known or used in Switzerland before the application date. A patent granted in Switzerland is valid in the Principality of Liechtenstein.

## Approval for Electrical Equipment (SEV)

All domestic electrical equipment, high voltage electrical equipment, power supplies and certain industrial electrical equipment are subject to approval by the Swiss Electrotechnical Institution (Schweizerischer Elektrotechnischer Verein (SEV)), Seefeldstrasse 301, CH-8008 Zurich, Tel: (01) 53-20-20. The SEV is the equivalent of the Canadian Standards Association.

Although non-Swiss companies may submit goods and equipment for approval, i.e. through a forwarding agent, the acceptance report enabling the goods to be marketed can only be issued in the name of companies domiciled and registered in Switzerland.

## Shipment of Goods to Switzerland

### By Sea

Most goods arriving by sea are shipped through Rotterdam and Antwerp and then forwarded to the Swiss port of Basle. The Canadian exporter can choose from a number of shipping lines which sail regularly between Canadian ports and Rotterdam and Antwerp.

## By Air

Air Canada has eight passenger and cargo flights per week from Toronto/Montreal to Zurich and Geneva. Swissair also has several direct flights per week between Zurich and Montreal/Toronto. CP Air flies several times a week from Western Canada to Amsterdam with good connections for onward travel to Switzerland.

Switzerland is the home of several of the largest freight-forwarding companies in the world, namely Danzas; Kuehne and Nagel, both with headquarters at Basle; and Jacky Maeder, with headquarters in Zurich.

Further information on shipping services from Canada to Switzerland can be obtained from Transportation and Communications Division (ETT), Department of External Affairs, 125 Sussex Drive, Ottawa, Ontario K1A 0G2 or from Canadian freight forwarders.

## Foreign Investment in Switzerland

Switzerland pursues a liberal policy towards foreign direct investment. Relatively few laws affect the investment climate. The federal and cantonal (provincial) governments have little power to affect foreign investment. The main exceptions are:

1. Certain cantons grant tax incentives for new investments in remote areas. These are agreed with the respective authorities on a case-by-case basis.
2. Acquisition of real estate by non-residents or foreign-controlled resident companies, which requires a permit.
3. Banking and insurance activities, which require a specific permit and are subject to supervision.

Because of the general economic situation in the country, there are practically no investment incentives offered by the various levels of government, except perhaps in inaccessible areas without much development potential. On the other hand, the complete freedom of transfer of investment income and repatriation of capital is a strong inducement to foreign investment in Switzerland.

The formation and organization of business entities are governed by the Swiss Federal "Code of Obligations" of 1911. It regulates various forms of organization including: corporation; private limited com-

pany; joint venture; branch of foreign corporation; sole proprietorship, etc. The forms most commonly used by foreign investors are the corporation and the branch.

One of the biggest problems likely to face a new enterprise is the chronic shortage of labour. Foreign investors who wish to bring managers or technicians from their home countries may have difficulty in obtaining the necessary work permits. The main criterion is whether the position to be taken up by the person concerned is vital to the Swiss economy in general, not merely to the employer. One must bear in mind that 900,000 foreign workers already make up one in three of the total labour force. Applications by the intending employer must be well supported to stand a chance of success and must be filed with the respective cantonal authorities

Foreign personnel normally find living conditions compare favourably to those elsewhere in Europe or in North America. Housing, food and education facilities are available for all tastes but are frequently considered expensive in comparison with other countries. Once a work permit has been granted, the residence permit also allows expatriates to be accompanied by their families. International schools are available in Zurich, Geneva, Lausanne and Berne.

Useful introductory guides to investing in Switzerland are available:

*Doing Business in Switzerland*, Price Waterhouse, 101 pages

*Formation and Taxation of Companies in Switzerland*, Swiss Credit Bank, 27 pages

*Founding a Company in Switzerland*, Union Bank of Switzerland, 40 pages.

The Royal Bank of Canada (with an extensive full banking operation in Geneva) and the Canadian Imperial Bank of Commerce (with a representative office in Zurich) are also in an excellent position to assist prospective Canadian investors.

There are now more than 40 Canadian companies established in Switzerland including a number of sales and regional administrative offices (in some cases as the European headquarters); ten investment banking houses; and four consulting firms.

The treaty between Switzerland and Canada for the avoidance of double taxation on income has been in effect since 1976.



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## *IV. YOUR BUSINESS VISIT TO SWITZERLAND*

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The importance of personal visits by Canadian exporters cannot be overstressed, as a first-hand knowledge and appreciation of the special characteristics of the exacting Swiss market may mean the difference between success and failure.

Before departure one should ensure that important contacts will be available, since Swiss military service makes heavy demands on some people's time and the school holidays differ from those in Canada.

The nearest regional office of the Department of Regional Industrial Expansion should be contacted for advice on the various federal programs to assist potential exporters, including financial assistance for market identification trips abroad. And given a minimum of four to six weeks advance notice, the Embassy in Berne is available to assist with market research, visit arrangements, business contacts and introductions.

### **When to Go**

The most popular holiday periods are the weeks before and after Easter, the second half of July, August, and the weeks before and after Christmas. The buying offices of the big Swiss department stores close for the first two weeks in January and sometimes until February 1. During this time they only see representatives when appointments have been previously arranged.

The only buying seasons of significance are those relating to the clothing and fur trade. The buying season for the Autumn/Winter range lasts from mid-January to about mid-April and that for the Spring/Summer collections from mid-August to about mid-October. During these periods local retailers place their orders with local manufacturers or local agents of foreign manufacturers. Canadian manufacturers are advised to ensure that samples are available early in the buying season.

## Passports and Visas

Canadian visitors must have valid passports but visas are not required for a stay of less than 90 days.

## Health Regulations

No vaccination certificates are required. Medical attention in Switzerland is expensive and Canadian visitors should ensure that their sickness/accident coverage is up to date. Provincial health plans will normally pay only up to the equivalent of costs in Canada.

## Travel to Switzerland

Air Canada flies eight times a week to Zurich and to Geneva direct from Toronto and Montreal. CP Air flies several times a week from Western Canada to Amsterdam with good onward connections to Switzerland. And Swissair connects Zurich/Montreal/Toronto.

## Travel in Switzerland

**Rail** — The most convenient way of getting around Switzerland is by train. Most business travellers find the first-class compartments excellent for working or quiet relaxation. The railways are electric and there are hourly express services between all major cities. Seats cannot be reserved on these services but securing one is not generally a problem.

**Air**— Although most business travel is by rail or road, there are several internal flights each day linking Zurich and Geneva.

**Rent-a-car**— Rental cars are available at airports and hotels throughout Switzerland. The cost, compared to Canada, is very high.

**Taxis** — Metered taxis are plentiful within Swiss cities at taxi stands, major hotels, railway stations, etc. Taxis do not ply for hire. Tipping is not essential.

**Tram and bus** — There are excellent tram and bus services in all major cities.

## Hotels

Swiss hotels generally offer a high standard of service and cuisine. The many international conferences, trade fairs and (in Berne) parliamentary sessions create a heavy demand for hotel accommodation and visitors are advised to make reservations well in advance.

The larger hotels are able to provide facilities for small exhibitions and displays. Fewer hotels are now prepared to permit exhibition or display material in bedrooms and insist that either a suite be taken, or a special room be reserved for this purpose.

The Canadian Embassy can recommend suitable hotels and assist with reservations, if required.

## Clothing

Seasonal men's clothing worn in Canada is appropriate for Switzerland. However, it is advisable to take along a raincoat for the spring and autumn seasons. For women there is no standard "business dress" but styles are conservative with the emphasis being on well-made garments in natural fibres. The North American "skirted suit" is quite acceptable here, though most Swiss women tend to wear very conservative blouse/skirt ensembles.

## Business Calls

The Swiss are meticulous and superbly organized and take a highly disciplined approach to business and to life in general. Business visitors must be on time for appointments. You will be expected to have sufficient information on your company, products and prices to give your Swiss contact a comprehensive picture of your company's activities. Price comparison is facilitated if your c.i.f. prices are calculated in several currencies including those of your competitors; e.g. U.S. dollars, German Deutschmarks and of course Swiss francs. The Swiss are more reserved than North Americans and are slow to move to a first-name basis. Titles and protocol are important.

## Follow-up

Follow-up should be undertaken at the earliest opportunity, be it a thank you letter or any other information which was promised. If you are on an extended business trip and will not be back in your Canadian office for some time, you may be able to have your headquarters staff forward promised information to your potential customer, or you may be able to contact him from another city. Above all, information must be provided within the time limit suggested at the initial meeting. This will enhance your credibility with your Swiss contact and indicate in an important way that your company is conscious of the need to meet stated commitments. This is extremely important for Canadian exporters as the Swiss tend to view Canada as being somewhat distant, thereby rendering communication and follow-up difficult or cumbersome in comparison with established nearby suppliers in Germany, France or Italy. It is necessary to overcome this preconceived notion.

## Regulations Affecting Business Visitors

Commercial travellers soliciting orders from Swiss merchants, manufacturers, and other businessmen are required to carry an identity card, known in Switzerland as an "industrial legitimization card." The Commercial/Economic Division of the Canadian Embassy in Berne (*see address in title page*) can supply the addresses of the issuing offices in the major Swiss cities. Before leaving Canada it is advisable to ask your local Chamber of Commerce to certify that your company is entitled to transact business under the Laws of Canada. This document, along with passport photographs, must be presented in order to obtain the identity card which is normally issued on the spot.

## Samples, Advertising Matter and Carnets

Switzerland is a member of the International Convention to Facilitate the Importation of Commercial Samples and Advertising Matter and adheres to the convention that introduced the Carnet to facilitate temporary duty-free importation of commercial samples.

The Carnet (Admission Temporaire — Temporary Admission), commonly known as the ATA Carnet, is a special customs document that simplifies customs procedures for business and professional people wishing to take commercial samples, professional equipment and related materials into most major countries for a temporary period.

Your Carnet will be prepared specifically to meet your requirements.

The Carnet is a valuable aid toward the rapid and convenient movement of temporarily imported goods from one country to another. It eliminates customs procedures which include the preparation of national entry forms or the purchase of a bond for security purposes at every customs station. These details involve time, effort and expense. The Carnet allows the business traveller to:

- use a single Carnet for goods which will pass through the customs of several countries in one trip;
- make customs arrangements in advance for the countries being visited;
- make these arrangements quickly at a predetermined cost; and
- make as many trips as desired within the one-year validity period of the Carnet.

Consumable or other disposable goods such as leaflets, brochures, etc., cleaning materials, paints, oils, etc. and foods which are either given away, disposed of, or used abroad, are excluded from the Carnet system.

Also excluded, because they are not considered samples, are unmounted gem stones, one-of-a-kind mounted gems or pieces of jewellery; handmade one-of-a-kind articles, such as carpets, certain pieces of furniture, paintings, sculptures, etc.

Any doubt as to whether an item can be covered by a Carnet should be referred to The Canadian Chamber of Commerce. The Canadian Chamber reserves the right to refuse to issue a Carnet to any applicant.

A Carnet is valid for one year from the date of issue. This period cannot be extended and all items covered

by a Carnet should be returned to Canada by the time a Carnet expires.

Four days, from the time an application arrives at the Canadian Chamber, should be allowed for it to be processed. This period could be shorter or longer depending on the volume of applications at any given time.

Further information and application forms may be obtained from:

Carnet Canada  
The Canadian Chamber of Commerce  
1080 Beaver Hall Hill  
Montréal, Quebec  
H2Z 1T2  
Tel: (514) 866-4334

or

Carnet Canada  
The Canadian Chamber of Commerce  
First Canadian Place  
33rd Floor  
Toronto, Ontario  
M5X 1B1  
Tel: (416) 868-6415



# V. CUSTOMS AND CURRENCY REGULATIONS

## Currency and Exchange Control

The Swiss franc is freely convertible and there are no restrictions on the import and export of Swiss currency.

The rate of exchange against the Canadian dollar fluctuates and at the time of writing the rate of exchange was Sw. Fr. 1.72 for Can. \$ 1.00. Gold, including coins, may be bought and sold freely on the open market. There are no special regulations concerning commercial payments.

## Trade Regulations

Switzerland's dependence on foreign markets causes it to follow a policy of trade liberalization where it can without compromising its neutrality. Thus Switzerland would not become a member of the ECC because of the Common Market's concerted economic, social, and political policies. By its membership in the European Free Trade Association (EFTA), Switzerland retains full autonomy in matters of labour mobility, economic policies, commercial laws, and political involvement. Switzerland is also a member of the Organization for Economic Co-operation and Development (OECD) and the General Agreement on Tariffs and Trade (GATT).

## Free Trade Agreements

EFTA, of which Switzerland is a member, includes the following countries: Austria, Finland, Iceland, Norway, Portugal and Sweden. Customs duties on almost all goods traded between member countries were eliminated in 1966.

In 1973, Switzerland concluded a free-trade agreement with the European Economic Community (EEC) or Common Market now composed of: Belgium, France, Denmark, the Federal Republic of Germany, Greece,

Italy, Ireland, Luxembourg, the Netherlands and the United Kingdom. As a result, most industrial products from these countries enter Switzerland free of customs duties.

## Customs Duties

Switzerland's customs tariff is a single-column system based on the Customs Co-operation Council Nomenclature (CCCN), formerly the Brussels Tariff Nomenclature (BTN). The interesting and rather unique feature of the Swiss customs tariff is that duties are levied on a specific basis, i.e. on *gross weight*, usually in Swiss francs per 100 kilograms. If these specific duties were converted into ad valorem rates, about 15 per cent of shipments would enter at rates ranging from seven to 10 per cent and approximately 50 to 60 per cent of imports would enter at rates of three per cent or less. Notable exceptions to this are agricultural products that are generally assessed at rates of 12 to 15 per cent.

## Additional Taxes

All imported items are subject to a statistical tax of three per cent of the customs duty. Most products are subject to a sales or turnover tax, assessed on the c.i.f. duty-paid value of the imported product. The basic rate is 9.3 per cent. If the merchandise is not for resale, sales tax is assessed at a rate of 6.2 per cent. Excise taxes are levied on a few products such as cigarettes and alcohol.

The authorities are prepared to make a "binding ruling" on the classification of any item if full details of the goods to be assessed are provided along with a sample. If the nature of the product does not allow the provision of a sample, a detailed description and diagram may be submitted. Samples are returned once a classification decision is rendered.

## Customs Clearance Procedures

Goods imported into Switzerland must be declared to customs within the following time limits after arrival:

by road	24 hours
by river	48 hours
by rail	7 days
by air	7 days

## Bonded Warehouses and Free Zones

Goods not cleared through customs can be stored in free zones, federal bonded warehouses, or private bonded warehouses. There are 16 free zones and six cold storage free zones in Switzerland. They are, in effect, bonded warehouses in which goods can be stored without time limit.

Goods in the nine federal bonded warehouses are subject to customs control and may not remain in storage for more than five years. Similar rules apply to private bonded warehouses where only certain types of products can be stored.

## Import Licences, Permits and Quotas

While Switzerland's customs tariffs are quite low, the importation of nearly all agricultural products is subject to regulations to protect farmers from low-priced imports. This is also to maintain a certain degree of self-sufficiency in food production.

Quotas exist mostly for meat, animals for slaughter, grains and food-grains, potatoes, and bulk wine. Licences are granted within the quota limits. Other agricultural products are subject to supplementary import charges. The charges are revised in response to world market prices and the health of Swiss agriculture. Products affected include: milk and dairy products, grape juice, cut flowers (in summer), fresh fruit and vegetables.

Import licences are generally issued only to companies domiciled in Swiss customs territory.

Import permits are required for certain textile items and for some products which are not subject to quotas but which are covered by hygiene and plant health regulations, quarantine, veterinary rules and protection of the species as outlined in the Washington Convention.

## Special Regulations

Imports of foodstuffs and beverages must meet federal regulations which are enforced by the Federal Office for Public Hygiene (Eidg. Gesundheitsamt), Bollwerk 27, CH-3001 Berne and the Federal Veterinary Office (Bundesamt für Veterinärwesen), Schwarzenburgstr. 161, CH-3097 Liebefeld.

Electrical appliances and equipment must be approved by the Swiss Electrotechnical Institution (Elektrotechnischer Verein), Seefeldstrasse 301, CH-8008 Zurich (*see earlier chapter on "Doing Business in Switzerland"*).

Pharmaceutical products must meet the approval of the Intercantonal Office for the Testing of Medicines (Interkantonale Kontrollstelle für Heilmittel, IKS), Erlachstrasse 8, 3012 Berne.

Written enquiries concerning import requirements for specific products may be addressed to the organizations listed above (preferably in French or German).

## Documentation

A commercial invoice (two copies) is usually sufficient for Swiss Customs. Swiss importers will normally advise foreign exporters of any additional documentation requirements such as health certificates, certificates of origin, etc. In addition to the usual description and markings, every invoice is normally required to show the ex-factory price of the merchandise, all additional costs including insurance to the Swiss border, net and gross weights, and the name of the country of origin.

## Samples and Advertising Material

Switzerland is a member of the "International Convention to Facilitate the Import of Trade Samples and Advertising Material". Samples of goods of low value and advertising material in small quantities may be imported duty free. More valuable samples may enjoy exemption from duty for up to a maximum of one year, provided a bond is posted with the Customs authorities guaranteeing the import duties otherwise applicable. Publicity material and brochures in bulk are subject to duty. To facilitate import and re-export of samples visiting businessmen should secure an ATA Carnet, which is in fact a "merchandise passport", issued by the Canadian Chamber of Commerce. The Carnet will speed up customs clearance and thus avoid any unnecessary delays (*see the earlier chapter on "Your Business Visit to Switzerland"*).

Labelling requirements are determined by the nature of the product. The rules are generally liberal but prohibit any deception. Labels should include the name

of the product, indicate measures and weights in the metric system and list ingredients in either German, French or Italian (preferably all three). Food products should show whether additives have been used for preserving, colouring, or flavouring purposes.

Imported gold and silver jewelry must bear the imprint of an identification mark of the manufacturer who must be registered with the Swiss Customs Administration in Berne.

There is no general requirement that all imports should be marked as to the country of origin. However, indication of origin is required for certain food products.

While the Swiss importer will generally advise the foreign supplier as to labelling requirements, full details concerning Swiss regulations may be obtained from the Swiss Office for the Development of Trade, Avenue de l'Avant-Poste 4, CH-1001 Lausanne, Switzerland.

## VI. FEDERAL EXPORT ASSISTANCE

### Market Advisory Services

As a service to Canadian business, the federal government maintains trade commissioners in 67 countries around the world. These representatives provide assistance to the Canadian exporters and aid foreign buyers in locating Canadian sources of supply. In addition to serving as link between buyer and seller, the trade commissioner advises Canadian exporters on all phases of marketing, including the identification of export opportunities, assessment of market competition, introduction to foreign businessmen and government officials, screening and recommending agents, guidance on terms of payment and assistance with tariff or access problems. Trade commissioners also play an active role in looking for suitable markets and encouraging promotional efforts.

An additional source of information is the group of offices of trade development of the Department of External Affairs in Ottawa. Each of these offices concentrates on markets in specific geographical regions, in this case Western Europe. They are the major government link in Canada for the trade commissioners overseas. In the case of Switzerland, the trade commissioners in Berne are in constant contact with their counterpart in the Western Europe II Trade Development Division, in Ottawa (Address: Western Europe II Trade Development Division (RST), Department of External Affairs, Ottawa, Ontario K1A 0G2, tel: (613) 995-6438, telex: 053-3745). This office can provide the following type of general information:

- market information, including economic outlooks for individual countries and information on the market for particular products
- market access information on tariff rates, regulations, licensing, no-tariff barriers, product standards, required documents, etc.
- publications, including editions of this series, *Guides for Canadian Exporters*, and country briefs on smaller markets.



The offices of trade development are also responsible for assisting and advising exporters on marketing of their products and services and on informing businessmen about export services provided by the Canadian government and about export opportunities as they arise.

If your company requires assistance in identifying overseas markets for your products, contact your nearest regional office of the Department of Regional Industrial Expansion (DRIE). Their addresses are listed on page 44. These offices, located in each province, assist exporters with market planning and can arrange for consultations with both the relevant office of trade development in Ottawa and the trade commissioners abroad.

## **Export Development Corporation**

The Export Development Corporation (EDC) is a Canadian Crown Corporation whose purpose is to facilitate and develop Canada's export trade.

EDC provides insurance, guarantees and export financing, offers financial advice and organizes financial packages to facilitate the sale of Canadian goods and services by increasing their competitiveness on world markets.

The Corporation offers the following services:

### **Export insurance and related guarantees**

- global comprehensive insurance
- global political insurance
- selective political insurance
- specific transaction insurance
- specific transaction guarantees
- loan pre-disbursement insurance
- foreign investment insurance
- performance security insurance
- performance security guarantees
- consortium insurance
- surety bond insurance
- bid security guarantees.

### **Export financing and related guarantees**

- loans
- multiple disbursement agreements
- line of credit allocations

- note purchases
- forfeiting
- loan guarantees.

EDC has its head office in Ottawa (P.O. Box 655, 110 O'Connor Street, Ottawa, Ontario, K1P 5T9, tel: (613) 237-2570, telex: 053-4136). Regional offices are maintained in Montréal, Toronto, Vancouver and Halifax. General enquiries and export insurance services are handled by these regional offices. Enquiries about export financing for a specific geographical area should be addressed to the manager of the appropriate department in the Export Financing Group, in Ottawa.

## Program for Export Market Development

The Program for Export Market Development (PEMD) is designed to assist individual firms in their particular marketing endeavours. Financial assistance is available to companies who apply for it. The government contribution is repayable to the extent that the PEMD-supported activity generated export sales. The following export activities qualify for PEMD funding:

- pre-contractual and bidding costs for specific capital projects (PEMD A)
- travel and related costs in market identification and market adjustment (PEMD B)
- costs of individual participation in foreign trade fairs (PEMD C)
- specified costs of bringing foreign buyers to Canada (PEMD D)
- costs associated with forming and operating an export consortium (PEMD E)
- costs associated with sustained market development (PEMD F)
- support for export market development for agriculture, food and fisheries products (PEMD FOOD).

Applications should be submitted to DRIE (Department of Regional and Industrial Expansion) regional offices (*see list in Section VII, Useful Addresses*) in the province in which the applicant firm is registered.

## Trade Fairs and Missions

To further assist Canadian exporters in developing business in foreign markets, the Western Europe Pro-

grams Division (RWP), Department of External Affairs, Ottawa, organizes and implements the following trade promotion programs:

- participation in trade fairs abroad
- trade missions to and from Canada
- in-store promotions and point-of-sale displays
- export-oriented technical training for buyers' representatives.

The yearly Fairs and Missions Program for the region is put together on the basis of suggestions by the Trade Commissioner in the field and the Trade Development Office in Ottawa in discussion with the industry sector specialists of DRIE.

For further information, write to:

Director  
Western Europe Programs Division (RWP)  
Department of External Affairs  
Ottawa, Ontario  
K1A 0G2  
Tel: (613) 993-5855  
Telex: 053-3745 (TERE)

## Publicity

*Canada Commerce*, published monthly in English, and *Commerce Canada*, the French edition, contain articles and reports on export opportunities: federal government services to industry; international market conditions and terms of access; industrial developments; and joint industry-government efficiency studies. Both are available without charge to Canadian manufacturers by writing to:

Canada Commerce  
Business Information Centre (ABUS)  
Department of Regional Industrial Expansion  
235 Queen Street  
Ottawa, Ontario  
K1A 0H5

*CanadExport*, a new fortnightly foreign trade newsletter, contains export tips and trade related information, and information on the range of government programs available to Canada exporters. It can be obtained free of charge by writing to:

CanadExport (SCS)  
Department of External Affairs  
Ottawa, Ontario  
K1A 0G2

or calling:

The Trade Information Centre (toll free 1-800-267-8376).

## Statistics

Statistics on exports and imports are natural starting points for research into foreign markets. This information is now available from the:

Policy Development Secretariat (CPD)  
Department of External Affairs  
Ottawa, Ontario  
K1A 0G2

Tel.: (613) 995-3711

A small fee is charged.

Information in the Data Bank is based on data received from the Statistical Office of the United Nations. It includes export and import data for 66 trading countries, as well as groupings such as the European Economic Community.

## Provincial Governments

Each provincial government has a department able to give guidance on business development, including trade.

## VII. USEFUL ADDRESSES

### In Switzerland

Canadian Embassy  
Kirchenfeldstrasse 88  
CH-3005 Berne  
Tel: (031) 44-63-81  
Telex: (45) 911308 DMCN  
CH

Permanent Mission  
of Canada to the  
United Nations  
10a, avenue de Budé  
CH-1202 Geneva  
Tel: (022) 33-90-00  
Telex: 22 686 DMCNG CH

### Transport Companies

Air Canada  
Löwenstrasse 56  
CH-8001 Zurich  
Tel: (01) 211-07-77  
Telex: 813 743 ACTO CH

Air Canada  
1-3, rue de Chantepoulet  
CH-1201 Geneva  
Tel: (022) 31-49-80  
Telex: 22 806 ACGVA CH

CP Air — Canadian  
Pacific  
Usteristrasse 21  
CH-8001 Zurich  
Tel: (01) 211-37-94  
Telex: 812 937 CPA CH

CP Air  
3, rue du Temple  
CH-1201 Geneva  
Tel: (022) 32-57-56  
Telex: 27 776 CPA CH

### Canadian Banks

Canadian Imperial Bank  
of Commerce  
Bleicherweg 39  
CH-8002 Zurich  
Tel: (01) 202-16-52  
Telex: 53 364 CANZH CH

The Royal Bank of Canada  
(Suisse)  
6, rue Diday  
CH-1204 Geneva  
Tel: (022) 21-12-55  
Telex: 422 147 RBC CH

### Canadian Law Firm

Phillips & Vineberg  
3, place des Bergues  
CH-1201 Geneva  
Tel: (022) 32-22-50  
Telex: 27 412 PVS CH

### Others

Canadian Swiss  
(Businessmen's)  
Association  
P.O. Box 107  
CH-8027 Zurich

Swiss Office for the  
Development of Trade  
Av. de l'Avant-Poste 4  
CH-1001 Lausanne  
Tel: (021) 20-32-31  
Telex: 25425 OSEC CH

Swiss Office for the  
Development of Trade  
Stampfenbachstrasse 85  
CH-8035 Zurich  
Tel: (01) 363-22-50  
Telex: 53 111 OSEC CH

United Nations Development Program (UNDP) Inter-Agency Procurement Services Unit (IAPSU) Palais des Nations CH-1211 Geneva 10	Vereinigung des Schweiz. Import und Grosshandels (Swiss Federation of Importers and Wholesale Traders) Centralbahnstrasse 9 4010 Basle Tel: (061) 22-33-85
Verband Kaufmännischer Agenten der Schweiz (Swiss Association of Agents—Representatives —independent agents) Utoquai 43 CH-8008 Zurich Tel: (01) 251-08-50	Swiss Customs Administration Tariff Division Monbijoustrasse 40 CH-3003 Berne Tel: (031) 61-67-11

## In Canada

### Embassy

Swiss Embassy  
5 Marlborough Avenue  
Ottawa, Ontario  
K1N 8E6  
Tel: (613) 235-1837, 1838  
Telex: 533648 AMSWISS OTT

### Consulates (Swiss)

Edmonton, Alta.	11723 Edinboro Road T6G 1Z9 Tel: (403) 433-7946
Montréal, Qué.	1572 Dr. Penfield Avenue H3G 1C4 Tel: (514) 932-7181
Québec, Qué.	2985 First Avenue G1L 3P2 Tel: (418) 623-9864
Toronto, Ont.	100 University Avenue Suite 1000 M5J 1V6 Tel: (416) 593-5371
Vancouver, B.C.	505 Burrard Street Suite 1130 V7X 1M5 Tel: (604) 684-2231



Swiss Canadian Chamber  
of Commerce Inc.  
1572 Dr. Penfield Avenue  
Montréal, Québec  
H3G 1C4  
Tel: (514) 937-5822  
Telex: 05-24456

The Canadian Commercial  
Corporation  
Head Office  
112 Kent Street, 17th Floor  
Place de Ville, Tower 'B'  
Ottawa, Ontario  
K1A 1E9  
Tel: (613) 996-0034  
Telex: 053-4359

## Export Development Corporation

### Head Office

Export Development  
Corporation  
110 O'Connor Street  
Ottawa, Ontario

Tel: (613) 237-2570  
Cable: EXCREDCORP  
Telex: 053-4146  
Facsimile: (613) 237-2690

Mailing address:  
P.O. Box 655  
Ottawa, Ontario  
K1P 5T9

### Vancouver

Export Development  
Corporation  
Suite 1030,  
One Bentall Centre  
505 Burrard Street  
Vancouver,  
British Columbia  
V7X 1M5

Tel: (604) 688-8658  
Telex: 04-54223  
Facsimile: (604) 688-3710

### Montréal

Export Development  
Corporation  
Suite 2724,  
800, place Victoria  
C.P. 124  
Tour de la Bourse  
Montréal (Québec)  
H4Z 1C3

Tel: (514) 878-1881  
Telex: 05-25618  
Facsimile: (514) 876-2840

**Toronto**

Export Development  
Corporation  
Suite 810,  
National Bank Building  
P.O. Box 810,  
150 York Street  
Toronto, Ontario  
M5H 3S5

Tel: (416) 364-0135  
Telex: 06-22166  
Facsimile: (416) 360-8443

**Halifax**

Export Development  
Corporation  
Suite 1401  
Toronto-Dominion Bank  
Building  
1791 Barrington Street  
Halifax, Nova Scotia  
B3J 3L1

Tel: (902) 429-0426  
Telex: 019-21502

**DRIE Regional and Local Offices****Newfoundland and  
Labrador**

90 O'Leary Avenue  
P.O. Box 8950  
St. John's, Newfoundland  
A1B 3R9  
Tel: (709) 772-5511

**New Brunswick**

590 Brunswick Street  
P.O. Box 578  
Fredericton, New  
Brunswick  
E3B 5A6  
Tel: (506) 452-3190

**Prince Edward Island**

P.O. Box 1115  
Confederation Court  
134 Kent Street  
Charlottetown, P.E.I.  
C1A 7M8  
Tel: (902) 566-7400

**Manitoba**

185 Carlton Street  
Suite 400  
P.O. Box 981  
Winnipeg, Manitoba  
R3C 2V2  
Tel: (204) 949-6163

**Nova Scotia**

Station "M"  
P.O. Box 940  
Halifax, Nova Scotia  
B3J 2V9  
Tel: (902) 426-7540

**Quebec**

Tour de la Bourse  
Bureau 4328  
800, place Victoria  
C.P. 247  
Montréal (Québec)  
H4Z 1E8  
Tel: (514) 283-8185

220, rue Grande-Allée est  
Pièce 820  
Québec (Québec)  
J1R 2J1  
Tel: (418) 694-4726

### **Ontario**

1 First Canadian Place  
Suite 4840  
P.O. Box 98  
Toronto, Ontario  
M5X 1B1  
Tel: (416) 365-3737

### **Saskatchewan**

Bessborough Tower  
Suite 814  
601 Spadina Crescent, East  
Saskatoon, Saskatchewan  
S7K 3G8  
Tel: (306) 665-5314

### **Alberta**

Cornerpoint Building  
Suite 505  
10179-105th Street  
Edmonton, Alberta  
T5J 3S3  
Tel: (403) 420-2944

Harry Hays Building  
Suite 630  
220 4th Avenue S.E.  
Calgary, Alberta  
T2P 3C3  
Tel: (403) 231-4575

### **British Columbia**

Bentall Centre, Tower IV  
Suite 1101  
1055 Dunsmuir Street  
P.O. Box 49178  
Vancouver,  
British Columbia  
V7X 1K8  
Tel: (604) 661-2204

### **Yukon**

108 Lambert Street  
Suite 301  
Whitehorse, Yukon  
Y1A 1Z2  
Tel: (403) 668-4655

### **Northwest Territories**

Precambrian Building  
P.O. Bag 6100  
Yellowknife, N.W.T.  
X1A 1C0  
Tel: (403) 873-6225

# Notes

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Handwriting practice lines consisting of multiple sets of three horizontal lines (top, middle, and bottom lines) for letter formation.



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